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DEC 05 2005

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AMENDMENTS TO THE CLAIMS:

Claim 1. (Currently amended) A segment announcement receiver comprising:

a receiver section that receives one or more announcements, wherein each of said one or more announcements corresponds to a content being provided on one or more content streams, wherein each of said one or more announcements includes:

a description about said corresponding content in said one or more of the content streams;

a time at which said corresponding content is transmitted on said signal, and a content identifier,

wherein each of said one or more announcements was created by a party other than a broadcaster of said one or more content streams; and

a controller that compares said one or more announcements to a filter record and that alters a presentation of said content stream in accordance with at least one user preference for altering said presentation when the comparison of said one or more announcements to the filter record indicates a correspondence between said one or more announcements and said at least one user preference for altering said presentation in said filter record, wherein said one or more announcements are not received via said broadcaster; and

wherein altering the presentation comprises one of switching a sound device of a presentation device to an ON state, switching the sound device of said presentation device to an OFF state, switching a display apparatus of said presentation device to an ON state, switching a display apparatus of said presentation device to an OFF state, changing the channel on said presentation device, starting a recording operation, and stopping a recording operation.

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Claim 2. (Original) A segment announcement receiver, as in claim 1, where the description includes any one or more of the following: a rating, a category, a comment, a content description, a segment type, a program part, a program source, a review, a statistic, and a character name.

Claim 3. (Previously presented) A segment announcement receiver, as in claim 1, where the segment announcement receiver further comprise any one or more of the following: a television, a radio, a closed circuit television, a video recorder, and a computer.

Claim 4. (Previously presented) A segment announcement receiver, as in claim 1, where said presentation is by any one or more of the following: a television, a radio, a closed circuit television, a video recorder, and a computer.

Claim 5. (Currently amended) A segment announcement receiver comprising:
a first receiver section that receives one or more content streams on a content carrier signal;
a second receiver section that receives one or more announcements, said one or more announcements created by a party other than a broadcaster of said one or more content streams and that each contain:

a description about a corresponding content within said one or more content streams,

a time at which the corresponding content is transmitted by the first receiver section, and

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a content identifier; and

a controller that compares said one or more announcements to a filter record and that alters a presentation of said content stream in accordance with at least one user preference for altering said presentation when the comparison of said one or more announcements indicates a correspondence between said one or more announcements and said at least one user preference for altering said presentation in said filter record, wherein said one or more announcements are not received via said broadcaster,

wherein altering the presentation comprises one of switching a sound device of a presentation device to an ON state, switching the sound device of said presentation device to an OFF state, switching a display apparatus of said presentation device to an ON state, switching a display apparatus of said presentation device to an OFF state, changing the channel on said presentation device, starting a recording operation, and stopping a recording operation.

Claim 6. (Currently amended) A segment announcement system comprising:

an analyzer that analyses a content of one or more content streams;

an announcement generator that creates an announcement containing a description about said content of one or more of the content streams;

a transmitter section that sends said announcement to one or more receivers, said announcement being provided by a party other than a broadcaster of said one or more content streams, wherein each of said receivers comprises:

a controller that compares said one or more announcements to a filter record and that alters a presentation of said one or more content streams in accordance with at least one user

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preference for altering said presentation when the comparison of said one or more announcements indicates a correspondence between said one or more announcements and said at least one user preference for altering said presentation in said filter record, wherein said one or more announcements are not transmitted to said one or more receivers via said broadcaster,

wherein altering the presentation comprises one of switching a sound device of a presentation device to an ON state, switching the sound device of said presentation device to an OFF state, switching a display apparatus of said presentation device to an ON state, switching a display apparatus of said presentation device to an OFF state, changing the channel on said presentation device, starting a recording operation, and stopping a recording operation.

Claim 7. (Previously presented) A segment announcement system, as in claim 6, where the analyzer comprises any one or more of the following: a person, a group of people, and an electronic signal processor.

Claim 8. (Previously presented) A segment announcement system, as in claim 7, where the electronic signal processor includes any or more of the following: a brightness detection device, and video image process that queries by image content.

Claim 9. (Previously presented) A segment announcement system, as in claim 6, where the announcement further comprises a time associated with the content.

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Claim 10. (Previously presented) A segment announcement system, as in claim 9, where the announcement further comprises a content identifier.

Claim 11. (Currently amended) A closed circuit transmission system comprising:

a segment announcer comprising:

an analyzer that analyses a content of one or more content streams, wherein said analyzer comprises a party other than a broadcaster of said content;

an announcement generator that creates an announcement containing a description about said content and a time associated with said content; and

a transmitter section that sends the announcement; and

a segment announcement receiver comprising:

a receiver section for receiving said announcement and said content stream; and

a controller that compares said announcement to a filter record and that alters a presentation of said content stream in accordance with at least one user preference for altering said presentation when the comparison of said announcement indicates a correspondence between said announcement and said at least one user preference for altering said presentation in said filter record,

wherein said announcement is not sent to said receiver via said broadcaster, and

wherein altering the presentation comprises one of switching a sound device of a presentation device to an ON state, switching the sound device of said presentation device to an OFF state, switching a display apparatus of said presentation device to an ON state, switching a display apparatus of said presentation device to an OFF state, changing the

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channel on said presentation device, starting a recording operation, and stopping a recording operation.

Claim 12. (Currently amended) A process comprising:

providing an announcement by a party other than a broadcaster of a content stream;
receiving said content stream, said announcement having a description about a content of said content stream;
matching said description to said content; and
presenting said content in accordance with at least one user preference in a filter record when a comparison with said filter record indicates a correspondence between said filter record and said description in said announcement,

wherein said announcement is not provided via said broadcaster, and
wherein said presenting said content comprises one of switching a sound device of a presentation device to an ON state, switching the sound device of the presentation device to an OFF state, turning a display apparatus of the presentation device to an ON state, turning the display apparatus of the presentation device to an ON state, changing the channel on the presentation device, starting a recording operation, and stopping a recording operation.

Claim 13. (Currently amended) A segment announcement receiver comprising:

means for providing an announcement by a party other than a broadcaster of a content stream;

means for receiving said content stream, said announcement having a description about a content of said content stream;

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means for matching said description to said content; and
means for presenting said content in accordance with at least one user preference in a filter record when a comparison with said filter record indicates a correspondence between said filter record and said description in said announcement,
wherein said announcement is not provided via said broadcaster, and
wherein said means for presenting said content comprises one of means for switching a sound device of a presentation device to an ON state, means for switching the sound device of the presentation device to an OFF state, means for switching a display device of the presentation device to an ON state, means for switching the display device of the presentation device to an ON state, means for changing the channel on a presentation device, means for starting a recording operation, and means for stopping a recording operation.

Claim 14. (Previously presented) The receiver of claim 1, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation.

Claim 15. (Previously presented) The receiver of claim 5, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation.

Claim 16. (Previously presented) The receiver of claim 6, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation.

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Claim 17. (Previously presented) The receiver of claim 11, further comprising a presenting section for presenting said content stream, wherein said controller controls said presenting section to alter said presentation.

Claim 18. (Previously presented) The receiver of claim 1, wherein said receiver section receives said one or more announcements via a first communication connection and wherein said one or more content streams are provided on a second communication connection that is separate from said first communication connection.

Claim 19. (Previously presented) The receiver of claim 5, wherein said first receiver section receives said one or more content streams via a first communication connection and wherein said second receiver section receives said one or more announcements on a second communication connection that is separate from said first communication connection.

Claim 20. (Previously presented) The system of claim 6, wherein said analyzer analyzes said content on said one or more content streams on a first communication connection and wherein said transmitter section sends said announcement to said one or more receivers using a second communication connection that is separate from said first communication connection.

Claim 21. (Previously presented) The system of claim 11, wherein said analyzer analyzes said content on said one or more content streams on a first communication connection and wherein said transmitter section sends said announcement to said one or more receivers using

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a second communication connection that is separate from said first communication connection.

Claim 22. (Previously presented) The process of claim 12, wherein said providing comprises providing said announcement to a first communication connection and wherein said content stream is provided on a second communication connection that is separate from the first communication connection.

Claim 23. (Previously presented) The process of claim 13, wherein said means for providing comprises means for providing said announcement to a first communication connection and wherein said content stream is provided on a second communication connection that is separate from the first communication connection.

Claim 24. (Previously presented) The receiver of claim 1, wherein said receiver section receives said one or more announcements via the Internet and wherein said one or more content streams are provided on a communication connection that is separate from said Internet.

Claim 25. (Previously presented) The receiver of claim 1, wherein said receiver section receives said one or more announcements via a telephone network and wherein said one or more content streams are provided on a communication connection that is separate from said telephone network.

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Claim 26. (Previously presented) The receiver of claim 1, wherein said one or more content streams are provided on one of a cable television network, a television airwave broadcast and a satellite network and wherein said receiver section receives said one or more announcements via connection that is completely independent of said one of a cable television network, a television airwave broadcast and a satellite network.

Claim 27. (Previously presented) The receiver of claim 1, wherein said receiver section receives said one or more announcements via a radio broadcast and wherein said one or more content streams are provided on a communication connection that is separate from said radio broadcast.

Claim 28. (Previously presented) The receiver of claim 1, wherein said receiver section receives said one or more announcements via a satellite broadcast and wherein said one or more content streams are provided on a communication connection that is separate from said satellite broadcast.

Claim 29. (Previously presented) The receiver of claim 1, wherein said receiver section receives said one or more announcements via a data network and wherein said one or more content streams are provided on a communication connection that is separate from said data network.

Claim 30. (Previously presented) The receiver of claim 1, wherein said receiver section receives said one or more announcements via physical transport of a storage media and

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wherein said one or more content streams are provided on a communication connection that is separate from said physical transport of said storage media.

Claims 31-36. (Canceled).